

Addendum to FSC-191-B		1/14/98	
SUBJECT: Chain SKU Management Analysis			
DISTRIBUTION:			
<u>X</u>	AVP	<u>X</u>	KAM
<u>X</u>	RSM	<u>X</u>	AM
<u>X</u>	RBM	<u>X</u>	AE
<u>X</u>	ROM		
		<u>X</u>	DM
		<u>X</u>	RM
			Sales Rep
			Retail Rep

Objective: Reinforce RJR's position on the importance of Brand Selection as it relates to Product Availability and Profitability.

Purpose: Provide appropriate SKU Management Tools that augment the Category Management approach while equipping RJR Field Sales with sufficient and meaningful data to diffuse competitive SKU presentations. Substantiate the total impact of SKU decisions from the Retailer's perspective.

The following Mercury Documentation has been **REVISED** to include the Category Summary Report and the Promotion Impact Report for SKU Management. These additional reports are now available via Mercury. **Please destroy your previous Mercury - SKU Management Documentation (FSC-191-B dated 12/23/97).**

Program Contacts: NESAs - Jim Perry, extension #4360  
SSAs - John Barnhardt, extension #7161  
WSAs - Rich Pettorini, extension #1052  
MWSAs - Bill Duffy, extension #5776

R. J. REYNOLDS TOBACCO COMPANY

51856 9359